

Cole Crawley

UX strategist and web designer

Lincoln, UK

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Profile

I'm a UX and web designer who has just finished an MSc in Computer Science at the University of Lincoln. I work out how a website or app should flow, design how it looks and reads, and test it against real use before calling it done. Because I can also build what I design, I spot a platform's limits early and nothing gets lost in a handoff. My work ranges from a live site for a local business to an AI study app I evaluated against usability heuristics. I pick up new tools quickly and like work with a clear point of view.

Skills

UX and strategy

User journeys, information architecture, heuristic evaluation, usability testing, UX writing and content design, accessibility

Front-end (a bonus, not the goal)

HTML, CSS, JavaScript, TypeScript, React, Next.js, Vite, Git

Visual and web design

Layout and typography, colour and design systems, responsive design, interaction and motion design, rapid prototyping

Also used

Lighthouse audits, Vitest, Playwright, Storybook, Claude API, Unity, Flutter, Python

Selected work

MMDriving Client website

May 2026 to present

mmdriving-snowy.vercel.app

- Planned a one-page structure that answers a nervous learner's questions in the order they ask them, ending in a booked first lesson.
- Designed a calm navy and gold identity and design tokens, and wrote the copy, pricing and FAQ with the client.
- Built it in React and TypeScript with an enquiry form and local SEO, keeping it fully static because there was no budget for a server.

Distill MSc dissertation

Jun to Aug 2026

distill-study.vercel.app

- Designed and built an AI study app that turns reading into summaries, flashcards and a map of how notes connect.
- Redesigned the information architecture mid-build, from five separate pages to one workspace, after seeing how people actually work in their notes.
- Found and fixed 11 usability issues through a heuristic evaluation, closed a security flaw found by trying to break the app, and cut the slowest page's JavaScript by 98%.

Card Scanner BSc dissertation, First

Oct 2024 to May 2025

- Designed a phone app that recognises a Pokémon card from a photo and prices it, with a confirm step so wrong cards never end up in a collection.
- Trained two image-recognition models (97% accuracy on sets) and shrunk them to run on the phone itself.

BaconAI Side project, live

Mar to Sep 2026

aitravelplanner-snowy.vercel.app

- Led the product and design of an AI travel planner, reworking the trip page over three rounds of my own testing, including reversing a decision that made days harder to follow.
- Built in Next.js, with Vitest, Playwright and Storybook for testing.

CodeMarker Side project, live
codemarker.vercel.app

Mar to Sep 2026

- Reframed a generic code reviewer as an exam paper marked in red pen, and rewrote every piece of feedback in plain English for beginners.
- Designed a colour system where each colour means one thing, and a multiple-choice "scratch work" area for testing fixes in the browser.

Pawned Out Game in development

May 2026 to present

- Game design, UX and UI, and programming for a pawn shop game in Unity, with screens built so every trade can be read at a glance.

Education

MSc Computer Science University of Lincoln

2025 to 2026

Dissertation: Distill, an AI-augmented spaced repetition web app, designed, built and evaluated.

BSc Computer Science, High 2:1 University of Lincoln

2022 to 2025

Dissertation (awarded a First): a Pokémon card scanner using transfer learning for real-time card recognition and pricing.

Games, Animation and VFX Loughborough College

2017 to 2020

A first year of IT, then two years of Games, Animation and VFX (Level 3 BTEC): 3D modelling, visual effects and game engines.

Certifications

Azure AI Fundamentals

Oct 2025

Microsoft · [Verify on Credly](#)

Azure Data Fundamentals

May 2026

Microsoft · [Verify on Credly](#)

Work experience

Chef Zizzi, Lincoln

2026 to now

Lead the kitchen team through close in a high-volume restaurant, alongside a full-time MSc.

Sous Chef The Coffee Pot

2019 to 2023

Promoted from kitchen assistant to sous chef within a year, and supervised junior staff.

Kitchen Assistant Wetherspoons 2023 to 2024

Worked peak services of over 1,000 customers a day, with closing and stock duties.

Front of House Pizza Hut

2019 to 2020

Customer service across dine-in and phone orders, tills and payments.

Also

Years of customer-facing work taught me to explain things clearly and stay calm under pressure, which carries straight into client work. Bilingual in English and Tagalog.

